

Official Proclamation

Securing an endorsement from your governor, mayor, member of Congress or other local officials for your *National Poison Prevention Week* event is a useful way to increase your event's visibility. Policymakers' endorsements attract attention from the community and the media, helping to focus concern for the messages of *National Poison Prevention Week*.

Expanding the Reach of Your Proclamation

Here are a few ways to increase awareness of your proclamation after it has been endorsed:

Media Outreach

Distribute the proclamation to reporters who cover local, community, metro, city news or health news, along with a press release about your event. Please refer to the press release template included in this planning guide. After you distribute the proclamation

and news release, call the reporter to ensure that he or she received the materials. Reporters may be interested in interviewing the local official. If the official consents to speaking with reporters, offer reporters the opportunity to interview the official. Also offer reporters interviews with a Poison Center representative. The Poison Center representative can better describe the event and convey its significance to the local community.

Event Activity

Incorporate the proclamation signing as part of your *National Poison Prevention Week* event.

Community Outreach

Display copies of the proclamation in the lobbies of public places, such as libraries and government buildings, along with a flyer publicizing your event. Be sure to request permission first.

Following are two examples of proclamation guides. Please adopt the template that best addresses your needs.



Sample Proclamation Template 1

National Poison Prevention Week

A Proclamation by [Local Official's Name]

Since 1961, the third week in March has been designated *National Poison Prevention Week*, focusing national attention on the dangers of poisonings and how to prevent them. Established by the U.S. Congress, *National Poison Prevention Week* is commissioned by the *National Poison Prevention Week Council*. During this week, we come together as a community to educate ourselves on poison prevention, and pledge our commitment to ensuring the safety of our families, our communities and ourselves.

Each year, [community statistic] possible poisonings are reported to our region's poison control center. Across the United States, poison control centers handle one possible poisoning every 13 seconds. In order to prevent these poisonings, parents should place household chemicals out of the reach of children, store items in their original containers to avoid confusion, and read the labels, including dosages on all products to prevent administering them improperly. Older adults should take special precautions to protect themselves from accidental poisonings.

To learn more about ways to help prevent poisoning, I encourage [Name of State or Community]'s citizens to visit the Poison Help Web site at www.PoisonHelp.hrsa.gov. In case of an emergency, individuals can contact their Poison Center by calling the Poison Help hotline, 1-800-222-1222. Poison prevention is the key to safer, healthier lives.

For the above reasons, I am asking the citizens of [State or Community] to join me in commemorating March 15 through March 21, 2009 as *National Poison Prevention Week*. I call upon all of [State or Community]'s citizens to observe this week by participating in appropriate activities and by learning how to prevent poisonings.

The U.S. Department of Health and Human Services, the *National Poison Prevention Week Council*, and the [Name of Organization] welcome your participation in *National Poison Prevention Week*.

I, [Name and title of local official], do hereby proclaim March 15 – March 21, 2009 as

National Poison Prevention Week

in [State or Community] and call upon our community to observe this week in support of poison prevention.

Signature

Date

[Insert City/State or Other Official Seal]



Sample Proclamation Template 2

Proclamation

WHEREAS: Congress designated the third week in March to be *National Poison Prevention Week* in 1961, and since then this week has helped to raise national awareness of the dangers of potentially poisonous medicines and household chemicals; and

WHEREAS: each year, more than 2 million potential poisonings are reported to the Nation's Poison Centers; and

WHEREAS: Approximately 90 percent of poisonings occur in people's homes; and

WHEREAS: Over 50 percent of poisoning exposures involve children under age 6; and

WHEREAS: [Name of Organization(s) Hosting Event] have created [Name of Event], to highlight [Name of State or City]'s commitment to protecting its residents from potentially harmful poisonings; and

WHEREAS: the people of [Name of State or City] recognize the importance of coming together as a community to educate ourselves on poison prevention, and pledge our commitment to ensuring the safety of ourselves, our families, and our community;

NOW,

THEREFORE: I, [Name], [Title of State or Community], hereby proclaim

[insert date(s) here] to be

[INSERT EVENT TITLE HERE]

in [State or Community] and encourage all to join in this observance.

[Insert City/State or Other Official Seal]

